

## CLAIMS:

1. A sales system using a credit card in which a card holder presents said credit card to a business that sells goods or services, said business, after confirming the validity of said credit card, supplies the goods or services to said card holder, comprising:
  - a credit card containing coded information unique to said card holder; and
  - 5 a credit card verification device possessed by said business, said credit card verification device comprising a zero-knowledge verification unit based on a zero-knowledge verification system and being capable of verifying said credit card containing coded information based on the zero-knowledge verification system whereby
    - a transaction in said sales system using said credit card is carried out without
    - 10 presenting said personal information of said card holder to said business.
2. A sales system using a credit card according to claim 1, wherein said personal information includes a card number of said credit card possessed by said card holder.
3. A sales system using a credit card according to claim 1, wherein said credit card verification device is possessed by a card company verifying said credit card.
4. A credit card verification device, comprising:
  - a zero-knowledge verification unit capable of verifying a credit card containing coded information unique to a card holder, wherein
  - said zero-knowledge verification unit is based on a zero-knowledge verification
  - 5 system and verifies said credit card without presenting personal information of said card holder to a business that sells goods or services.

5. A credit card verification device according to claim 4, wherein said personal information includes a card number of said credit card possessed by said card holder.

6. A credit card verification device according to claim 4, wherein  
said credit card verification device is possessed by said business that sells goods or services in a sales system using said credit card, in which said card holder presents said credit card to said business, said business, after confirming the validity of said credit  
5 card, supplies the goods or services to said card holder.

7. A credit card verification device according to claim 4, wherein  
said credit card verification device is possessed by a card company verifying said credit card in a sales system using said credit card, in which said card holder presents said credit card to said business that sells goods or services, said business, after  
5 confirming the validity of said credit card, supplies the goods or services to said card holder.

8. A credit card, comprising:  
coded information unique to a card holder, wherein  
said coded information may be decoded by a credit card verification device comprising a zero-knowledge verification unit based on a zero-knowledge verification  
5 system whereby

a transaction using said credit card is carried out without presenting personal information of a card holder to a business that sells goods or services.